



ACS/2013/TMM-3/PREP/WP/PA

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AGENDAS

**Third Preparatory Meeting of the
III Meeting of the Ministers of Tourism of
the Greater Caribbean
&
III Meeting of the Minister of Tourism of
the Greater Caribbean (TMM-3)**

Fort-de-France, Martinique, 14-15 October, 2013

THIRD PREPARATORY MEETING OF THE III MEETING OF THE MINISTERS OF TOURISM OF THE GREATER CARIBBEAN

Theme: Enhancing the Global Competitiveness of the Regional Tourism Industry through the Sustainable Development of Niche Markets

Focussing on the simultaneous utilization and protection of Natural and Cultural Remarkable Sites, with reference to socio-economic, environmental and geo-political considerations.

Monday 14th, 2013

8:30-8:50am

Opening

- Welcome Remarks by the Chairman of the Special Committee on Sustainable Tourism, Mme. Karine Roy-Camille, Commissioner, Martinique Tourism Authority
- Remarks by the ACS Secretary General, H. E. Alfonso Múnera
- Remarks by the ACS Director of Sustainable Tourism, Mr. Julio Orozco

8:50-9:00am

Adoption of Agenda and Procedural Matters

The Meeting will consider the Draft Agenda as presented by the Secretariat and address procedural matters regarding its deliberations.

9:00-9:45am

Presentation and Discussion on the content of the Draft Declaration of Fort-de-France and Agenda of TMM-3

First Working Session

The Secretariat will present the compiled draft of the Declaration of Fort-de-France, which would include the comments received from ACS States and Associate Members, for the Meeting's consideration.
Participation: Member States, Associate Members. Founding Observers

9:45-10:00am

Coffee Break

10:00-12:00pm

Second Working Session

The Meeting will discuss and present considerations to the Draft Declaration of Fort-de-France.
Participation: Member States, Associate Members. Founding Observers

12:00-1:30pm

Lunch

1:30-2:00pm

Third Working Session

The Meeting will discuss and present considerations to the Draft Agenda of TMM-3.
Participation: Member States, Associate Members. Founding Observers

- 2:00-3:00pm **Fourth Working Session**
The Director of Sustainable Tourism will present on the ACS Sustainable Tourism Work Programme to include proposals in support of Niche Tourism development for the consideration of the meeting.
- 3:00-3:30pm **Coffee Break / Press Conference**
Official Photograph of the Meeting
Participation: Local, Regional and International Media
- 3:30-4:00pm **Presentation and Approval of the Final Draft of the Declaration of Fort-de-France**
The text of the Final Draft of the Declaration of Fort-de-France will be presented to the Meeting for its approval. Once approved, the Secretariat will proceed to prepare the document in the three languages to be presented to the 3rd Meeting of Ministers of Tourism on Tuesday 15th October 2013.
- 4:00-4:10pm **Any Other Business**
The Meeting will discuss any other business tabled for discussion.
- 4:10-4:20pm **Approval of the Procedure for the Draft Rapporteur's Report**
A summary of the Day's Events will be presented to the TMM-3 Meeting for their information.
- 4:20-4:30pm **Closing Remarks**
- 4:30-5:00pm **Space reserved for bilateral and multilateral meetings among the Member States and Associate Members**
Venue to be indicated by host
- 7:00-9:00pm **Official Dinner or Welcome Cocktail (To be confirmed by Martinique)**
Participation: All delegates and diplomatic personnel.

- End of the First Day -

III MEETING OF THE MINISTERS OF TOURISM OF THE GREATER CARIBBEAN

**Theme: Enhancing the Global Competitiveness of the Regional Tourism
Industry through the Sustainable Development of Niche Markets**

*Focussing on the simultaneous utilisation and protection of Natural and Cultural Remarkable
Sites, with reference to socio-economic, environmental and geo-political considerations.*

Tuesday 15th October 2013

7:00-8:30am **Meeting of the Heads of Regional Organisations**
Hosted by **Her Excellency Hon. Karine Roy-Camille**,
Commissioner, Martinique Tourism Authority
Attendance: By invitation

9:00-10:00am **Opening Ceremony of the 3rd Meeting of Ministers of
Tourism of the Greater Caribbean**

Attendance: All Delegates, and official National and International media

- Opening Remarks by the Chair of the Special Committee on Sustainable Tourism, Hon. Karine Roy-Camille, Commissioner, Martinique Tourism Authority
- Remarks by the ACS Secretary General, H. E. Ambassador Alfonso Múnera
- Remarks by the ACS Director of Sustainable Tourism, Mr. Julio Orozco
- Remarks by the Hon. Minister of Tourism of Costa-Rica, Vice-Chair of the Special Committee on Sustainable Tourism
- Remarks by the Hon. Minister of Tourism of the Bolivarian Republic of Venezuela, Vice-Chair of the Special Committee on Sustainable Tourism

Signing of Bi-lateral Agreements

- Memorandum of Understanding between the Association of Caribbean States and the United Nations World Tourism Organisation
- Memorandum of Understanding between the Association of Caribbean States and Fair Travel

**Official photograph of the Ministers of Tourism of ACS
Member States and Associate Members**

- 10:00-10:15am **Coffee Break**
Departure of Media and Specially Invited Guests
- 10:15-10:20am **Adoption of Agenda and Procedural Matters**
The Meeting will consider the Draft Agenda as presented by the Secretariat and address other procedural matters regarding its deliberations.
- 10:20-10:40am **Key Note Address**
High-level Keynote Speaker will provide considerations on the topic.
- 10:40-10:50am **Review of TMM-2**
The Director of Sustainable Tourism will present a review of the activities and achievements in the implementation of the Barranquilla Declaration emanating from the 2nd Meeting of Ministers of Tourism of the Greater Caribbean (TMM-2), held in Barranquilla, Republic of Colombia, on April 24th, 2009.
- 10:50-11:00am **Report of the III Preparatory Meeting of the TMM-3**
The Rapporteur will present a summary of the issues discussed and approved at the III Preparatory Meeting of the TMM-3.
- 11:00-11:30pm **1st Plenary Session**
Theme: Niche Markets – An Opportunity for Development
The Meeting will consider presentations highlighting lessons learnt and best practises on what developing a successful Niche entails. Presentations will focus on environmental and socio-economic considerations, the simultaneous protection and use of natural and cultural patrimony, and the potential of Niche markets to drive investment and development, as well as diversification and enhancement of the Tourism product.
- 11:30-12:00pm **2nd Plenary Session**
Theme: Managing the Brand - Marketing to Niche Markets
The meeting will consider presentations on successful branding and promotion strategies. Presentations will focus on maximising the opportunities and implementing strategies for identifying source markets and capturing target niches. Topics will also include media-relations and use of social media and information communication technologies (ICT's).
- 12:00-1:00pm **Lunch**

Ministers Luncheon in honour of the Ministers of Tourism and specially invited guests.

Attendance: Ministers of Tourism and by invitation only

Delegates Luncheon

Attendance: Meeting Delegates

1:00-1:30pm

3rd Plenary Session

Theme: Niche Markets – Considerations for Connectivity, Accessibility and Travel Facilitation

The Meeting will consider presentations on the current challenges and recommendations for mitigation strategies to enhance connectivity, accessibility and travel facilitation within the Greater Caribbean. Presentations will also focus on the relationship between these critical issues to Niche market tourism and opportunities for intra-regional travel and multi-destination tourism, in that regard.

1:30-2:30pm

4th Plenary Session

Theme: Greater Caribbean Niche Markets – Implications for Competitiveness and Sustainability

Case studies and best practises will be presented, highlighting considerations to enhance the competitiveness and sustainability of the Regional Tourism Industry. Topics of safety and security; promotion and development of cultural skills and language competencies; as well as micro, small and medium enterprise development, will be covered.

2:30-3:00pm

5th Plenary Session

Theme: The contribution of the ACS – Current and New Initiatives within the Sustainable Tourism Work Programme

The achievements and new initiatives of the ACS, in support of Niche Tourism development will be presented.

3:00-3:15pm

Coffee break

3:15-3:45pm

Approval of the Declaration of Fort-de-France

The Meeting will agree on the final text of the Declaration of Fort-de-France to be endorsed by the respective Ministers of Tourism or their representatives.

3:45-4:00pm

Discussion on the Date and Venue of the IV Meeting of Ministers of Tourism of the Greater Caribbean (TMM-4)

The Meeting will discuss and decide on the frequency of future TMM's, to include the date and venue for the TMM-4 meeting and will consider proposals by countries to host the next meeting.

4:00-4:15pm

Any Other Business

The Meeting will discuss any other business tabled for discussion.

4:15-4:30pm

Approval of the Procedure for the Rapporteur's Report

The Meeting will consider the procedure to request the preparation of the Draft Report in accordance with Ministerial Agreement 13/10, such that the Report is prepared in the three languages and circulated to meeting participants for further comments. The Meeting will commit to return their comments and suggested changes in the required timeframe.

4:30-5:00pm

Closing Ceremony

Attendance: All Delegates, as well as Official National and International media

5:00-5:30pm

Press Conference

Participation: Local, Regional and International Media

6:30-8:30pm

Social/Cultural Activity

Participation: All delegates and diplomatic personnel.

- End of the Meeting-